

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

upon a user accessing a virtual store having a visual browser via a computer network, displaying a random assortment of graphical representations of products to the user associated with the virtual store;

creating a plurality of categories, each category including an attribute;

associating products having at least one attribute with at least one category;

allowing a user in communication with the visual browser to ~~non-explicitly~~ select a graphical representation of a main product;

upon selection of the main product, automatically displaying graphical representations of a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user and at least one graphical representation of another ~~other~~ product that is not associated with the main product, the plurality of products being determined by:

assigning a weight bias to each category based upon a predefined importance of the respective category;

determining "like" and "dislike" categories for the main product, a "like" category being a category that the main product is associated with and a "dislike" category being a category that the main product is not associated with;

selecting "like" and "dislike" categories utilizing weight biases for the categories in a randomly based selection algorithm; and

randomly selecting products from the selected "like" and "dislike" categories based upon a scoring of each product that is utilized as a weight bias, wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.

- 2.-8. (Canceled)

9. (Currently Amended) The method of claim 1, further comprising:

~~scoring each product based upon weight biases of "like" categories and "dislike" categories, a "like" category being a category that the main product is associated with, a "dislike" category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category's importance;~~

creating a "like" score table, the "like" score table including a "like" score for each of the products indicating the relatedness of the product to the main product; and

randomly selecting ~~the~~ at least one other related product from the “like” score table using the “like” scores as a weight bias.

10. (Original) The method of claim 9, further comprising:
creating a “dislike” score table, the “dislike” score table including a “dislike” score for each product indicating the unrelatedness of the product to the main product, the “dislike” score table being the transposition of the “like score table”; and
randomly selecting at least one other product from the “dislike” score table using the “dislike” scores as a weight bias.

11. (Original) The method of claim 10, further comprising, selecting at least one other product at random from one of the plurality of categories.

12. (Currently Amended) A machine-readable medium of a storage device having tangibly stored thereon instructions, which when executed by a machine, causes the machine to perform operations comprising:

upon a user accessing a virtual store having a visual browser via a computer network, displaying a random assortment of graphical representations of products to the user associated with the virtual store;

creating a plurality of categories, each category including an attribute;
associating products having at least one attribute with at least one category;
allowing a user in communication with the visual browser to ~~non-explicitly~~ select a graphical representation of a main product;

upon selection of the main product, automatically displaying graphical representations of a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user and at least one graphical representation of another other product that is not associated with the main product, the plurality of products being determined by:

assigning a weight bias to each category based upon a predefined importance of the respective category;

determining “like” and “dislike” categories for the main product, a “like” category being a category that the main product is associated with and a “dislike” category being a category that the main product is not associated with;

selecting “like” and “dislike” categories utilizing weight biases for the categories in a randomly based selection algorithm; and

randomly selecting products from the selected “like” and “dislike” categories based upon a scoring of each product that is utilized as a weight bias, wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.

13.-19. (Canceled)

20. (Currently Amended) The machine-readable medium of claim 12, further comprising the operations of:

~~scoring each product based upon weight biases of "like" categories and "dislike" categories, a "like" category being a category that the main product is associated with, a "dislike" category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category's importance;~~

creating a "like" score table, the "like" score table including a "like" score for each of the products indicating the relatedness of the product to the main product; and

randomly selecting ~~the~~ at least one other related product from the "like" score table using the "like" scores as a weight bias.

21. (Original) The machine-readable medium of claim 20, further comprising the operations of:

creating a "dislike" score table, the "dislike" score table including a "dislike" score for each product indicating the unrelatedness of the product to the main product, the "dislike" score table being the transposition of the "like score table"; and

randomly selecting at least one other product from the "dislike" score table using the "dislike" scores as a weight bias.

22. (Original) The machine-readable medium of claim 21, further comprising the operation of selecting at least one other product at random from one of the plurality of categories.

23. (Currently Amended) An apparatus comprising:
a processor and a memory coupled thereto, the memory storing a visual browser;
a network interface to couple to a computer network;
upon a user accessing a virtual store having the visual browser via the computer network, the visual browser,
displaying a random assortment of graphical representations of products to the user associated with the virtual store;
creating a plurality of categories, each category including an attribute;
associating products having at least one attribute with at least one category;
allowing a user in communication with the visual browser via the computer network to ~~non-explicitly~~ select a graphical representation of a main product;
upon selection of the main product, automatically displaying graphical representations of a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user and at least one graphical representation of another ~~other~~ product that is not associated with the main product, the plurality of products being determined by:

assigning a weight bias to each category based upon a predefined importance of the respective category;

determining "like" and "dislike" categories for the main product, a "like" category being a category that the main product is associated with and a "dislike" category being a category that the main product is not associated with;

selecting "like" and "dislike" categories utilizing weight biases for the categories in a randomly based selection algorithm; and

randomly selecting products from the selected “like” and “dislike” categories based upon a scoring of each product that is utilized as a weight bias, wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.

24.-30. (Canceled).

31. (Currently Amended) The apparatus of claim 23, wherein the visual browser: ~~scores each product based upon weight biases of “like” categories and “dislike” categories, a “like” category being a category that the main product is associated with, a “dislike” category being a category that the main product is not associated with, a weight bias being a predefined value assigned to each respective category to denote the respective category’s importance;~~

creates a “like” score table, the “like” score table including a “like” score for each of the products indicating the relatedness of the product to the main product; and

randomly selects ~~the~~ at least one other related product from the “like” score table using the “like” scores as a weight bias for display to the user.

32. (Original) The apparatus of claim 31, wherein the visual browser:

creates a “dislike” score table, the “dislike” score table including a “dislike” score for each product indicating the unrelatedness of the product to the main product, the “dislike” score table being the transposition of the “like score table”; and

randomly selects at least one other product from the “dislike” score table using the “dislike” scores as a weight bias for display to the user.

33. (Original) The apparatus of claim 31, wherein the visual browser selects at least one other product at random from one of the plurality of categories.